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IN THE MARKET FOR A VALENTINE'S DAY CARD. Carol Fagan, RD 1, Carbondale, searches for the right card for a special Valentine. (NEWS Photo by Mike Petrovsky)

Valentine's Day good and bad for two local card merchants

By MIKE PETROVSKY

Those purchasing cards for their sweethearts this Valentine's Day may find that cupid's arrow has pierced not only their hearts but their wallets and pocketbooks as well.

"The Valentine's Day cards have gone up in price," said Theresa O'Malley, manager of Shoemaker's (Hallmark) Card and Gift Shop, Arnes Plaza.

Despite the price increase, O'Malley said that the store's card sales are quite brisk.

"People seem to be sending cards this year rather than gifts," she said. O'Malley told the NEWS that early sales have shown a noticeable increase from last year. Popular cards include those for youngsters -- grandchildren, godchildren, nieces, nephews, daughters and sons; and packaged cards that teachers and students in elementary schools buy for their students or classmates.

Humorous or "contemporary" cards have also sold well in the early part of this Valentine season according to O'Malley. These cards are generally more expensive than the traditional, more serious ones. The "light cards" are the newest addition to these humorous cards.

"Light cards are more suggestive contemporaries," O'Malley said. "Some people have to read them twice to get the message."

Also new on the Valentine's Day card scene are Hallmark's chocolate cards -- humorous cards with pictures of chocolate confections on them. These cards also give the sender a treat because the glue on the envelope is chocolate flavored.

Hallmark's musical cards, which were popular last Christmas, are now available for Valentine's Day. The attractive cards play love songs when they are opened, giving the recipient a double treat.

O'Malley said that the musical cards and other more expensive cards are usually bought by men who come into the store at the last possible minute asking for "something nice."

"Men don't seem to have a special price range," she said. Not all Carbondale merchants who sell Valentine's Day cards are sharing in the success Shoemaker's seems to be having. Bernadette Salvo, proprietor of Salvo's Sweet Shoppe, said she had to cut back on card orders from her distributor, American Greetings.

"We had to stop carrying packaged cards all together," she said. Salvo also said the Sweet Shoppe discontinued their line of the more expensive cards because they just didn't sell.

"The 50 cent and 75 cent cards go faster," she said. Although Salvo is expecting card sales to improve as Valentine's Day draws closer, she said that Salvo's is in the process of "planning out" their greeting card section.

State awards \$377,386 contract for Fallbrook Creek bridge

The state of Pennsylvania will completely finance the construction of a single span bridge over the Fallbrook creek at Brooklyn St. near Carbondale Area High School. It was announced recently Senator Robert Mellow said that the \$377,386 contract was awarded by Penn DOT to the Triple V. Construction Co. of

Dunmore, and the project will get underway in early spring and should be completed by late summer or early fall.

The area has been the sight of past ice jams, blockages and flooding during heavy rains, and improvement of the area has been pursued by both Mr. Mellow and representative Joseph Wargo.

Mayor Charlotte Mero has announced that Robert Davis has been selected to fill the post of Managing Director of the City of Carbondale. Davis, a resident of Throop, is a 1961 graduate of Marywood College with a masters degree in Public Administration. He will supervise the overall operations of the City of Carbondale.

A 1978 graduate of the University of Scranton with a bachelor's degree in Political Science, Davis has received special training in labor relations, community management, emergency services operations, budgeting and research into the area of state and federal funding sources, and the development of specialized programs for community and industrial development.

He was previously employed as Chief Administrative Officer for the Clerk of Judicial Records of Lackawanna County, as a planner and data analyst for Emergency Medical Services of Northeastern Pennsylvania. In addition to serving several internships with community agencies and civic groups, Davis has written several publications dealing with records management and planning, and government services.

Mrs. Mero feels that the appointment of Mr. Davis is in full compliance with the education and work experience requirements in the Home Rule Charter of the city, and that Mr. Davis will become an invaluable asset to the city because of his experience and capabilities.

He is active in a number of community and civic organizations throughout the area. The new managing director assumed the duties of his office February 8. He will also coordinate the industrial development activities of the city.



ROBERT DAVIS is welcomed as the new managing director of Carbondale by Mayor Charlotte Mero. Davis succeeds Joseph Masco as managing director of the city. (NEWS Photo by Mike Petrovsky)

Rosalie Luisada says, "My Peace Corps work is rewarding"

"To be a Peace Corps volunteer is the most rewarding thing I have done in my life," states Rosalie Luisada of Carbondale. Widowed ten years ago, Mrs. Luisada was born February 9, 1916, in Austria and came with her husband to America in 1940.

"In 1962, when President Kennedy asked about the Peace Corps, we decided we would join when we retired," recalls Mrs. Luisada, who became a Peace Corps volunteer in 1969, after working 24 years for Crystal Lake Sportswear, Inc. in Forest Lake, Minn.

She is engaged to teach handicrafts to young girls on the island of St. Vincent in the Eastern Caribbean.

"We wanted to give some things back that we received so many years ago," notes Mrs. Luisada, who lived in Paris, France, at the start of World War II. "During that time," she reflects, "very little food was available. Many people shared with us what little they had. I really experienced hunger in the concentration camps."

Mrs. Luisada, whose son, Paul, 38, is a medical doctor on Alexandria, Va., now lives in Kingston, the capital of St. Vincent, where she works with Girls Guides. She teaches them knitting, crocheting, embroidery and sewing, and helps them sell their handicrafts.

Unemployment is a serious problem on the islands of the Eastern Caribbean, particularly among people between the ages of 15 and 25. There also is a shortage of trained artisans to produce handicrafts, which are in high demand among the many tourists.

"My greatest accomplishment so far," Mrs. Luisada, "is that three girls found jobs with my help, and after working with us for only two months." She now is trying to get some sewing machines in working condition so that she can use them for training the girls. "After a time," she notes, "they will be able to find jobs in the industry on the island."

Mrs. Luisada, who lives alone in a second floor apartment, has not had any problems adjusting to life on St. Vincent. "I have lived in other different countries," she explains, adding, "I know German, French and a little Italian, but I have some difficulties with the (English) dialect on the island."

She says that her neighbors have helped her the most in learning about the culture and how to prepare different foods. "Constantly, I ask them about life on the island and I believe that they enjoy it when I tell them about the different countries I've lived in," she comments. "I think the

people here are all very helpful, friendly and cheerful."

Asked what she hopes to accomplish as a Peace Corps volunteer, she replies, "If only one person on the island will have a better future or a better life, I will be satisfied."

Mrs. Luisada received a bachelor's degree in mathematics from the Austrian teachers' college in 1934 and then taught school for three years in Vienna. Her first nine years in the United States were spent working in the garment industry in New York City. In the 1950s, she worked for GenTex Corporation, a government

defense industry in Simpsonville, S.C.

Completing two years of Peace Corps service in December, Mrs. Luisada is one of about 165 volunteers serving in agriculture, small business development, education and health programs in the Eastern Caribbean. There are more than 1,000 Peace Corps volunteers assigned to 64 developing countries around the world. Lester Miller, Rapp, is the director of the Peace Corps.

Persons interested in information on the Peace Corps may call 800-424-6886, Ext. 30, toll free.

Ted Kita honored for 25 years of service



TED KITA RECEIVES COMMENDATION for 25 years of service as a rural carrier from Thomas Rudinski, postmaster for Mayfield and Jermyn. (NEWS Photo by Mike Petrovsky)

Theodore Kita began his affiliation with the government at the age of seventeen by enlisting in the Pennsylvania National Guard for a three year period.

In December of 1962 he enlisted in the United States Air Force for a period of four years. He served a three year tour of duty in Germany during the Korean War.

His postal career began officially on July 20, 1963 in the post office of Jermyn. He was assigned as rural mail carrier for the RD 1 Rural Route of Jermyn, fulfilling all services to the present time.

During his tenure the rural route has more than doubled in the number of families being served, from two hundred and seventy five, to the current six hundred and fifty families.

Mr. Kita has been commended by the National Safety Council for his perfect driving record.

He is active in the Lackawanna County Rural Carrier Letters Association, and has served as its president for six years. He is presently serving his second term as president of that organization.

Mr. Kita resides at Chapman Lake, RD 1, Jermyn, with his wife, the former Sarah York. Their daughter is married to Matthew O. Jones.



FEBRUARY IS CHILDREN'S DENTAL HEALTH MONTH and students in grades one through five at St. Rose Elementary school participated in a poster contest as part of the month's activities. Dr. Charles B. Brown provided prizes for contest winners. Pictured, first row, left to right, are Brian Rock, grade 1 and, Dennis Fox, grade 1. Second row, Sean Coleman, grade 2, Jeffery Kelly, grade 1, and Richard Speicher, grade 2. (NEWS Photo by Mike Petrovsky)



ON AUGUST 15, 1983, these Troop 2 Boy Scouts toasted the photographer with bottles of soda during an encampment at Fiddle Lake. This week (National Boy Scout Week) the NEWS is proud to present a two-page salute to Troop 2 scouts and their scoutmaster, Norton Vail. (See pages 8, 9, and 10)

Included in the above photograph are Norton Vail, Duane Armstrong, Robert Vandenberg, Earl Golden, Robert Lake, Robert Dunlap, Charles Avery, Bill Wynn, Donald Stiles, Bradley Shope, Eddie Miller, Jerry Pittaway, Glenfield Pierce, Bill Shannon, and Dick Wae.